

CLAIM AMENDMENTS

Claim 1 (Original)

A method of providing multiple discounts to a retail customer for a service or a product from a supplier which does not sell directly to said retail customer, said method comprising

said supplier issuing a vehicle for multiple discounts on said service or said product, said supplier sending said vehicle to said retail customer, said customer presenting said vehicle to a retail establishment,

said retail establishment reading said vehicle, crediting said retail customer with said discount, entering said discount into a retailer payment system which pays at least a portion of said discount to said retail establishment.

Claim 2 (Original)

The method of Claim 1 wherein said vehicle is a value card, having ability to retain data relating to said discounts.

Claim 3 (Original)

The method of Claim 1 wherein said vehicle is a coupon kit, said coupon kit comprising a plurality of discount coupons, all issued by one said supplier and directed to a single brand of said supplier's service or product.

Claim 4 (Cancelled)

Claim 5 (Original)

The method of Claim 3 wherein said coupons are valid only for a limited period of time.

Claim 6 (Original)

The method of Claim 3 wherein said coupons are identifiable by a bar code.

Claim 7 (Original)

The method of Claim 6 wherein said coupons contain customer identification whereby said supplier can relate said retail customer to relevant data about said retail customer and said identification is transmitted to said supplier.

Claim 8 (Original)

The method of Claim 2 wherein said value card is used by said retail customer more than once.

Claim 9 (Original)

The method of Claim 2 wherein said retail establishment debits said value card in an amount commensurate with said portion.

Claim 10 (Original)

The method of Claim 2 wherein said value card contains customer identification whereby said supplier can relate said retail customer to relevant sale about said retail customer.

Claim 11 (Original)

The method of Claim 10 wherein said data is purchase behavior.

Claim 12 (Original)

The method of Claim 10 wherein said sale data comprises at least one of date, frequency, volume, process paid and identification of said retail establishment.

Claim 13 (Original)

The method of Claim 10 wherein said supplier sends said value card to a selected said retail consumer based on demographic data.

Claim 14 (Currently Amended)

The method of Claim 10 wherein said supplier sends said value card to a selected said retail consumer ~~based on said sale data.~~

Claim 15 (Original)

The method of Claim 2 wherein there is a plurality of products or services, all originating with said supplier.

Claim 16 (Original)

A value card issued by a supplier of a service or product to a retail customer, wherein said supplier does not sell directly to said retail customer, said value card containing a discount on one service or product originating with said supplier, and readable by a retail establishment.

Claim 17 (Original)

The value card of Claim 16 wherein said value card has no time limitations for its use.

Claim 18 (Original)

The value card of Claim 16 wherein said value card contains a plurality of discounts on said service or product.

Claim 19 (Original)

The value card of Claim 16 containing identification of said retail customer whereby said supplier can relate said retail customer to relevant data about said retail customer.

Claim 20 (Original)

A coupon kit comprising a plurality of discount coupons, all issued by one supplier and directed to a single brand of a service or product originating with said supplier.

Claim 21 (Cancelled)

Claim 22 (Original)

The coupon kit of Claim 20 wherein said coupons are valid at spaced apart time intervals.

Claim 23 (Original)

The coupon kit of Claim 20 wherein said coupons are valid only for a limited period of time.

Claim 24 (Original)

The coupon kit of Claim 20 wherein said coupons contain customer identification whereby said supplier can relate said retail customer to relevant data about said retail customer.

Claim 25 (Original)

The coupon kit of Claim 24 wherein said identification in said coupons can be transmitted to said supplier.